

Apr 77

WRITING SKILLS for Scientists and Engineers

**A SPECIAL PROGRAM
COMBINING TWO DAYS OF
INTENSIVE WORKSHOP
WITH A SIX MONTH
LEARNING EXPERIENCE**

**NEW YORK, June 6-7
ATLANTA, June 8-9
BOSTON, June 13-14**

**CHERRY HILL, June 16-17
WASHINGTON, June 20-21
PITTSBURGH, June 22-23**

AMERICAN INSTITUTE FOR PROFESSIONAL EDUCATION

WRITING SKILLS

for Scientists and Engineers

Workshop Locations

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Writing - an essential professional skill

Written communications are an important part of a scientific professional's work. Important facts, analyses, and key recommendations come to life when expressed in clear written form. In today's organizations, a scientific professional is a weak voice if he cannot communicate in writing.

The engineer or scientist who can write well makes efficient use of his time. His reports are on time and consume the fewest possible man-hours in preparation: his written material is tangible proof of clear thinking. His writing skill contributes to his organization's progress and enhances his own personal career development.

Writing - a learnable skill

Writing skills can be improved. The American Institute uses tested teaching techniques to improve writing skills. A Communications Planning Worksheet helps the writer focus on his reader, his message and format of his written communication. Fifteen written exercises show the participant how to compose his message. The seminar participant is taught the essentials of business grammar and simple ways to maintain clarity. During the entire two days he is actively involved in the writing process.

A successful teaching method

Workshop participants learn writing skills in two phases. The first phase is described in the Workshop Syllabus. The second phase, the Individualized Coaching Program, is in effect for six months after the Seminar and helps the attendee with his writing after he returns to his job. The Individualized Coaching Program encourages the participant to submit copies of his written communications to the Course Director for editing or critique. The material will then be returned with suggestions for improvement.

Attending the workshop

The American Institute for Professional Education again presents this intensive two-day seminar/workshop for scientists and engineers. The course is designed for rapid improvement of the participant's basic writing skills. Sessions have been scheduled in the cities shown above. American Institute Seminars are consistently rated by attendees as the best professional education available.

Class size is limited. To reserve space, call our Registration Phone (201) 377-7400.

Course Director

DR. EDMOND H. WEISS

Dr. Edmond H. Weiss is a specialist in development programs for scientific professionals. His consulting firm provides clients with specialized services such as training programs, proposal and report writing, and policy-level analyses. Dr. Weiss was formerly Associate Dean of the **ANNENBERG SCHOOL OF COMMUNICATIONS, UNIVERSITY OF PENNSYLVANIA**. While a Senior Associate at **GOVERNMENT STUDIES AND SYSTEMS, INC.**, Dr. Weiss managed a variety of R&D projects and conducted training programs for a variety of governmental and scientific agencies. Dr. Weiss is the author of numerous articles, manuals, and studies. He is an expert in scientific and technical writing.



COURSE MATERIALS – Writing Skills Workbook/Communications Planning Kit/Webster's New World Dictionary/Webster's New World Thesaurus/New York Times Guide to Reference Material/How to Build Vocabulary/Speed Reading Made Easy/New Guide to Better Writing

Workshop Syllabus

DAY ONE AGENDA

9:00-9:30 Unit 1. Introduction

Introductions
Overview
Assessment of Writing Needs

9:30-10:15 Unit 2. Writing: Why and What

Written Communications: Purposes and Effects
Science/Engineering Messages: Types and Parts
Consequences of Ineffective Writing

10:15-10:30 Coffee Break

10:30-12:00 Unit 3. Planning Communications

The S-M-C-R Model
A Planning Method
Communications Planning Worksheet (CPW)
Reader Analysis Exercise
Other Aids

12:00-1:00 Luncheon

1:00-3:00 Unit 4. The Proposal

Solicited vs. Unsolicited
The Structure and Content
Managing the Writing Process
Planning Exercise
Evaluation Criteria

3:00-3:15 Coffee Break

3:15-5:00 Unit 5. Writing Reports

Project Reports vs. "Papers"
The Structure

Report Planning Exercise
Technical Language
The "COIK" Problem
Editing Exercise

5:00-6:00 Unit 6. Writing for Publication (OPTIONAL SESSION)

Markets for Scientific Writing
Manuscript Requirements
Placing the Piece
Marketing Books
Presenting Professional Papers

DAY TWO AGENDA

9:00-9:30 Unit 7. Feedback/Report Planning

9:30-10:15 Unit 8. Effective Business Memos

Memo Reports
Office Memos
Memo Planning Exercises
Memo Writing Exercises

10:15-10:30 Coffee Break

10:30-12:00 Unit 9. Effective Business Letters

Covering Letters
Sales Letters
Letter Planning Exercises
Letter Writing Exercises

12:00-1:00 Luncheon

1:00-3:00 Unit 10. Clear, Effective Writing

3:00-3:15 Coffee Break

3:15-4:30 Unit 11. Methods, Tools and Mechanics

4:30-4:45 Unit 12. Individualized Coaching

Individualized Coaching Program

For six months after the Writing Skills Workshop, participants are asked to submit reports, memos, and other scientific and engineering communications to the Course Director for review and critique. All written material will be edited and returned

with suggestions for improvement. This **Individualized Coaching Program** has proved a valuable aid in helping professionals improve their writing. Past participants have found this unique tutorial concept produces effective, tangible results.

WRITING SKILLS for Scientists and Engineers

THE AMERICAN INSTITUTE FOR PROFESSIONAL EDUCATION
CARNEGIE BLDG., HILLCREST ROAD., MADISON N.J. 07940
PHONE: (201) 377-7400

New York, June 6-7

Barbizon-Plaza Hotel
106 Central Park South
New York, New York 10019
(201) 247-7000

Atlanta, June 8-9

Holiday Inn
I-85 South at Virginia Ave.
Atlanta, Georgia 30320
(404) 762-8411

Boston, June 13-14

Ramada Inn
Rt. 128 and Main Street (Rt. 38)
Woburn, Massachusetts 01810
(617) 935-8760

Cherry Hill, June 16-17

Holiday Inn
Rt. 70 at Sayre Avenue
Cherry Hill, New Jersey 08034
(609) 663-5300

Washington, June 20-21

Holiday Inn
9137 Baltimore Boulevard
College Park, Maryland 20740
(301) 345-5000

Pittsburgh, June 22-23

Sheraton Motor Inn-Airport
1160 Thornrun Rd. Extension
Pittsburgh-Coraopolis, Pa. 15108
(412) 262-2400

TO REGISTER BY PHONE, CALL OUR REGISTRATION PHONE (201) 377-7400

REGISTRATION INFORMATION

DISCOUNT SCHEDULE: Single Registrations are \$395. Multiple registrations from the same organizations are entitled to discounts as follows:

Second Registration, \$360;
Third and Additional, \$325

HOTEL ACCOMMODATIONS: Contact the hotel directly and reserve a room. IMPORTANT! To receive the group discount on your room rate, please inform the hotel that you are attending an Institute seminar.

WORKSHOP SCHEDULE: The workshop schedule is built around lectures, exercises and feedback sessions designed to maximize attendee involvement. No evening sessions are scheduled. Attendees are given an overnight assignment requiring one hour of preparation time.

1.5 CEU's AWARDED: The CEU (Continuing Education Unit) is the national standard for recognition of professional education outside of the university. It has been adopted by extension divisions of 600 colleges, by numerous professional associations and by other educational groups throughout the country. A permanent record of CEU's earned is maintained by the American Institute.

ABOUT THE INSTITUTE

The American Institute for Professional Education, founded in 1972, is a non-profit corporation formed to serve the advanced educational needs of professionals. It seeks to provide educational programs unlike those available through other channels. These programs address both the management and technical problems engendered by rapid change in industry.

Most programs take the form of two day seminars conducted in major cities. These seminars focus on solutions rather than problems, and are designed to increase the professional competence of participants. The Faculty bring to the seminars hands-on experience. They are, in all cases, professionals chosen for their specialized knowledge of the subject at hand. These experts make every effort to extend and enforce the attendee's learning experience after the seminar.

TRAINING DIRECTORS: For further information about In-House Training Courses and other large group attendance at the sessions listed above, please contact the Education Director at the above address.

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TYPE OF REGISTRATION CHOICE OF SESSION

☐ Single \$395

☐ Multiple

(See discount schedule)

METHOD OF PAYMENT

☐ Check Enclosed

☐ Bill My Firm

☐ New York, June 6-7

☐ Atlanta, June 8-9

☐ Boston, June 13-14

☐ Cherry Hill, June 16-17

☐ Washington, June 20-21

☐ Pittsburgh, June 22-23

NAME & TITLE _____

NAME & TITLE _____

NAME & TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

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